



**EXPRESSION OF INTEREST**

**FOR**

**EMPANELMENT OF MULTIMEDIA AGENCIES**

Security Printing and Minting Corporation of India Limited  
16<sup>th</sup> Floor, Jawahar Vyapar Bhawan, Janpath  
New Delhi- 110001  
Tel: 011-23701256, 011-43582200, Fax: 011-23701223  
Email: info@spmcil.com Website: www.spmcil.com

1.	Name of the organization	:	Security Printing and Minting Corporation of India Limited
2.	Type of the organization	:	A Miniratna Category-I CPSE and Wholly owned by Government of India
3.	EOI Reference No.	:	SPMCIL/Corporate Office New Delhi/Purchase/2/22-23/ET/173[Multimedia Agency] Date: 24.08.2022
4.	EOI Title	:	Expression of Interest (EOI) for empanelment of Multimedia Agencies
5.	Category	:	Services
6.	Sub-category	:	---
7.	Date of Announcement	:	<b>26.08.2022</b>
8.	Last date for submission	:	<b>Open Empanelment process.</b> This is an Open Empanelment process and the interested firm may apply for empanelment <b>till 27.09.2022 @ 15:00 hrs.</b>
9.	Date of opening	:	<b>27.09.2022 @ 15:30 hrs.</b>
10.	Broadscope of work	:	Placed at page 4-6
11.	Eligibility criteria:	:	Placed at page 7-8

## 1. INTRODUCTION

### 1.1. BACKGROUND OF THE COMPANY

Security Printing and Minting Corporation of India Limited (SPMCIL) is a Mini-Ratna Category-I CPSE and is wholly owned schedule 'A' Company of Government of India. It is functioning under the administrative control of Department of Economic Affairs, Ministry of Finance, Government of India.

SPMCIL is engaged in the manufacturing of currency/security paper, minting of coins, printing of banknotes, non-judicial stamp papers, postage stamps, travel documents, etc. having nine units including four mints (India Government Mint-Kolkata; India Government Mint-Hyderabad; India Government Mint-Mumbai and India Government Mint-Noida), two security presses (India Security Press-Nashik and Security Printing Press-Hyderabad), two currency presses (Currency Note Press-Nashik and Bank Note Press-Dewas) and one paper mill (Security Paper Mill-Narmadapuram) across the country.

Apart from fulfilling the sovereign function, SPMCIL also offers various B2B and B2C products and services as follows –

- i. Commemorative Coins – Collectable coins released by Government of India on special themes to commemorate any event/ institution/ monument/ organization/ individual etc.
- ii. Souvenir Coins – Pure gold and silver coins
- iii. Refining Services – Refining of precious metals (gold and silver). The service is usually provided to temples, banks, and customs department.
- iv. Certified Reference Material – Bharatiya Nirdeshak Dravya (BND) is a homegrown CRM for 9999 gold, that is used by assaying and hallmarking centers to test the purity of gold. SPMCIL is the sole manufacturer of CRM in India.
- v. Assaying Service – Determining the quality and purity of precious metal sample. The service is usually provided to assaying and hallmarking centers.
- vi. Security Documents – Printing of security documents such as education certificates, ID cards, excise labels etc.

## 2. SCOPE OF WORK

- 2.1. SPMCIL wants to empanel more than one Multimedia Agencies for executing its brand strategy and outreach activities. There will be no minimum commitment from SPMCIL on the quantum of work to be assigned to the agency.
- 2.2. It is to be noted that SPMCIL reserves the right to use any other Multimedia Agency, for specific projects, which have not been selected through this RFP. The broad scope of work includes but is not limited to the following activities:
- 2.3. Digital Marketing Strategy
  - i. The agency will be responsible for devising the digital marketing outreach strategy across all social media and other digital platforms.
  - ii. The agency will be responsible for implementation of initiatives around Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media and affiliate marketing.
  - iii. Further, the agency will be required to conceptualize Media Plans which ensure 360-degree digital coverage including search, display, native, social content, PR, influencers and all emerging forms of digital marketing techniques that may be available in the future.
- 2.4. Social Media Management
  - i. The Agency shall create and maintain all social media platforms for SPMCIL for promotional activities on platforms such as Instagram, Twitter, Facebook, KOO, Pinterest, YouTube and other emerging social media platforms.
  - ii. The Agency shall create, curate, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct for various languages (both national, regional and international) for better engagement with users.
  - iii. The Agency shall create high quality unboxing videos and other advertising videos that can be uploaded on various social media platforms.
  - iv. The Agency shall update and manage all social media accounts regularly in the form of stories and will engage with other users through online surveys, quizzes, and contests on all platforms in consultation with SPMCIL.
  - v. The Agency shall ensure coverage of any event, exhibitions, conferences, festivals etc. that is participated by SPMCIL as and when required.
  - vi. The Agency shall engage in query management by providing accurate, complete, and polite feedback to user interactions on the social media sites. All the queries are to be responded within 24 hours and the resolutions is to be provided within 7 working days with consultation with SPMCIL.

- vii. The Agency shall gate keep with constant moderation of all platforms in order to deal with spam, unauthorized advertisement, inappropriate content, counterfeit account etc.
- viii. The Agency will be responsible for online reputation management (ORM) and performing sentiment analysis, audience analysis and brand perception management.
- ix. The Agency shall ensure relevant tagging and linkages of content on all platforms.
- x. The Agency shall ensure all the content shared online must be copyright protected and unauthorized use of this must be monitored.

#### 2.5. Conceptualizing and developing India Government Mint brand

- i. The Agency shall create strategies for developing India Government Mint (IGM) brand.
- ii. The Agency shall be responsible of creating the core values, brand logo, and any other unique brand identifiers for the new brand.
- iii. The Agency shall create and implement strategies that can help in the promotion and awareness of the new brand.

#### 2.6. Event & Exhibitions Management

- i. The Agency shall assist SPMCIL in identifying relevant event, exhibitions, seminars, conferences, etc. for participation.
- ii. The Agency shall support SPMCIL in setting up stalls, creating advertising material, and preparing for any other promotional prop for any event, as and when required.
- iii. The Agency shall ensure coverage of the participation, in the event, across various social media sites. The coverage may include but not limited to videography, photography, live-stream etc.

#### 2.7. Advertising

- i. The Agency shall conceptualize, create, and design creative material for physical advertising on buses, metros, etc.
- ii. The Agency shall assist SPMCIL in identifying strategic locations and the type of advertising prop to be used for an ideal advertising campaign.

#### 2.8. Merchandising

- i. The agency shall assist SPMCIL is creating merchandise for us.
- ii. Preparation of Broachers / Flyers / Coffee-Table books etc.

## 2.9. Other

- i. Agency will be empanelled as per Eligibility Criteria mentioned in this EOI. Letter of empanelment will be issued to individual agencies.
- ii. Once empanelled, empanelled agency would be asked to submit their Price Bid for required work as per GeM bid which will be based on this EOI. Hence Agency must be registered on GeM portal or get registered on GeM portal within 15 days from receiving the empanelment confirmation letter from SPMCIL.
- iii. SPMCIL reserves the right to include such scope of work which is required for successful implementation / execution of a project, but which is outside the Scope of Work detailed in this EOI. The empanelled agency should participate in such tender/bid through GeM portal on case to case basis accordingly.

2.10. The firms would be empaneled for all the units of SPMCIL as detailed above. All the units of SPMCIL are free to contact the firms independently to cater to the requirements pertaining to their respective units.

### 3. ELIGIBILITY CRITERIA

S.NO.	PARAMETER	SUPPORTING DOCUMENTS
3.1.	The agency should be a registered company.	Certificate of Incorporation / Registration.
3.2.	The agency must have a valid PAN and GST Number.	Photocopy of the PAN Card and GST Registration Certificate.
3.3.	The Agency must have been in operation for a minimum of 5 as on 31 <sup>st</sup> March 2022, with at least 3 years of relevant experience in providing digital marketing strategy, social media management and branding and event management and advertising services to any Central Government or State Government or Union Territory or Public Sector Undertaking or recognized research institution or semi government or statutory or autonomous organization.	A certificate from CA certifying that the agency is in operation for a minimum of 5 years as on 31 <sup>st</sup> March 2022, with at least 3 years of relevant experience in providing branding and advertising services must be provided.
3.4.	The agency should have a minimum average annual turnover for last 3 financial years i.e., FY19-20, FY20-21, and FY21-22 ending 31 <sup>st</sup> March 2022 of at least INR 10 Crores as per audited balance sheets.	Audited Financial Statements for FY19-20, FY20-21, and FY21-22.  OR  CA Certificate for the last three financial years.
3.5.	In the last 3 Years (i.e., 2019-20, 2020-21 and 2021-22) the agency must have completed minimum of 03 projects on digital marketing strategy and/or social media management and branding and/or event management and/or advertising services for any Central Government or State Government or Union territories or Public Sector Undertaking or recognized research institutions or semi-government or statutory or autonomous organizations.	A Copy of Work Order / Client Completion Certificate for each of the projects undertaken to be submitted.
3.6.	The Bidder should not be under a Declaration of Ineligibility for	A self-declaration by the authorized representative of the

<b>S.NO.</b>	<b>PARAMETER</b>	<b>SUPPORTING DOCUMENTS</b>
	corrupt or fraudulent practices with any Government departments/ agencies/ministries or PSU"s and should not be blacklisted by any government departments/ agency/ Ministries or PSUs.	Agency to be submitted.
3.7.	The agency should agree to undertake the assignment in accordance with the Scope of Work.	An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document (which shall be issued from time to time based on the requirement)
3.10.	The agency should have a minimum 50 number of employees on roll of the firm.	A self-declaration on the agency's letterhead, duly stamped and signed by the authorized representative of the agency.
3.11.	The agency should have a full-fledged office in Delhi/NCR with a dedicated team for backend support.	A self-declaration on the agency's letterhead duly stamped and signed by the authorized representative of the agency.
3.12.	The agency should be registered on GeM or will register within 15 days from receiving the empanelment confirmation letter from SPMCIL.	A declaration by the authorized representative of the Agency to be submitted.

Note: Agency would be empanelled based on the above mentioned criteria.



#### **4. CONTRACT PERIOD**

- 4.1. The Agency shall be empanelled for a period of 2 (Two) Years. SPMCIL shall review the performance and services provided by the Agency after one year and the appointment shall be extended for another year, if services are found to be satisfactory.
- 4.2. SPMCIL shall have right to de-panel an agency or entire panel by way of issuing one-month notice during the validity period of the empanelment without assigning any reason.
- 4.3. Empanelled Agencies has to participate through GeM Bid as and when floated by SPMCIL on GeM portal for required scope of work (which will be broadly as per EOI). The Contract Period for the said work will be as per terms & conditions of GeM Bid.

#### **5. TERMS & CONDITIONS**

- 5.1. The Agency shall implement the work assigned to it by SPMCIL on receiving the order through GeM portal. Only Empanelled Agencies will be eligible to participate in the tender/bid floated through GeM as and when required.
- 5.2. Once the GeM bid is floated, empanelled agencies would be informed through e-mail regarding the published bid on GeM portal.
- 5.3. SPMCIL reserves the right to exercise the discretion to pay, directly to any of the agency's vendors e.g., Photographer, Film production company etc. whose services would be utilized to implement any of SPMCIL's campaigns or related work.
- 5.4. The agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. SPMCIL will not be a party to any disputes arising out of copyright violation by the agency.
- 5.5. The agency will at no time resort to plagiarism. SPMCIL will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- 5.6. SPMCIL reserves the right to accept or reject any bid, and to annul the empanelment process and reject all applications, at any time prior to award of contract without assigning any reason whatsoever and without thereby

incurring any liability to the affected agency or agencies on the grounds of SPMCIL's action.

## **6. SERVICE LEVELS & PENALTY**

- 6.1. Delivery and performance of the services shall be made by the agency in accordance with the time schedule specified by SPMCIL in its work order or request for creative requirement. It also covers Saturdays/Sundays and other holidays where SPMCIL may require services. In case the services are not made available in the stipulated delivery period, as indicated in the work order or request, SPMCIL reserves the right either to short close / cancel the work order or request and/or recover liquidated damage charges. The cancellation/short closing of the order shall be at the risk and responsibility of the agency.
- 6.2. Delay by the agency in the performance of its delivery obligations, shall render the agency liable to imposition of liquidated damages, and/or termination of the contract for default and/or any other action viz. black listing/ circulation in industry etc. as it may deem fit.